



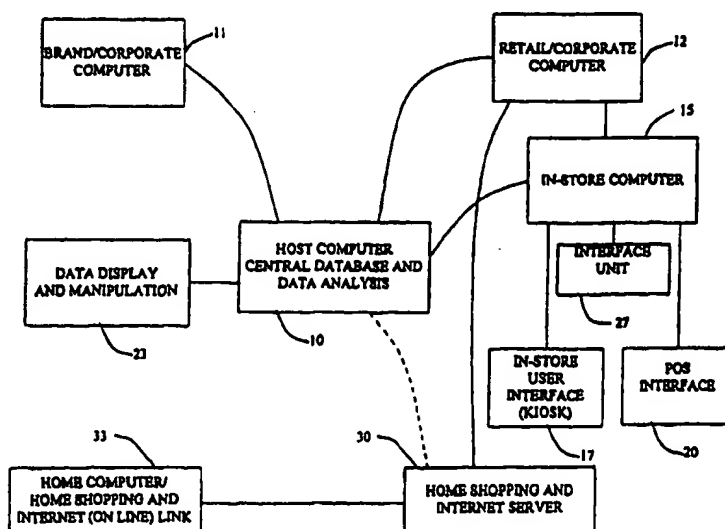
PCT

WORLD INTELLECTUAL PROPERTY ORGANIZATION
International Bureau

INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(51) International Patent Classification ⁶ : G06F 17/60		A3	(11) International Publication Number: WO 98/21713
			(43) International Publication Date: 22 May 1998 (22.05.98)
(21) International Application Number: PCT/US97/20765		(81) Designated States: AU, CA, JP, MX, US, European patent (AT, BE, CH, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE).	
(22) International Filing Date: 14 November 1997 (14.11.97)			
(30) Priority Data: 60/030,492 15 November 1996 (15.11.96) US		Published <i>With international search report. Before the expiration of the time limit for amending the claims and to be republished in the event of the receipt of amendments.</i>	
(71) Applicant (for all designated States except US): 1.2.1. PRE-CISE INFORMATION LLC [US/US]; 134 Charter Oak Drive, New Canaan, CT 06840 (US).		(88) Date of publication of the international search report: 12 November 1998 (12.11.98)	
(72) Inventors; and (75) Inventors/Applicants (for US only): LEVILLE, Kevin, J. [US/US]; 134 Charter Oak Drive, New Canaan, CT 06840 (US). KLINGENBERG, Tim, P. [US/US]; 12314 East 27th, Spokane, WA 99216 (US). BLYTH, Michael [US/US]; 2311 Central Park, Evanston, IL 60201 (US).			
(74) Agent: FREDERICK, James, R.; Ware, Fressola, Van der Sluys & Adolphson LLP, Bradford Green, Building Five, 755 Main Street, P.O. Box 224, Monroe, CT 06468 (US).			

(54) Title: MERCHANDIZING SYSTEM



(57) Abstract

A host computer (10), which is used to control point of a merchandising system, is interconnected to a brand corporation computer (11) and an in-store computer (15). Brand corporation computer (11) is used to offer current discounts on products while in-store computer (15) serves as an interface to consumer interface kiosks (17) and in-store points of sale (20). The host computer (10) tracks consumer buying behavior, analyzes the information according to brand and retail criteria, and based on a consumer specific profile offers a consumer specific discounts. When a consumer is specifically identified at a kiosk (17), a customized list of discounts including a "targeted net price" is printed for the consumer, while the new price is automatically applied to the product at the point of sale (20). The consumer's shopping behavior is used to refine the consumer profile and to evaluate the efficacy of the free product sample transaction.

FOR THE PURPOSES OF INFORMATION ONLY

Codes used to identify States party to the PCT on the front pages of pamphlets publishing international applications under the PCT.

AL	Albania	ES	Spain	LS	Lesotho	SI	Slovenia
AM	Armenia	FI	Finland	LT	Lithuania	SK	Slovakia
AT	Austria	FR	France	LU	Luxembourg	SN	Senegal
AU	Australia	GA	Gabon	LV	Latvia	SZ	Swaziland
AZ	Azerbaijan	GB	United Kingdom	MC	Monaco	TD	Chad
BA	Bosnia and Herzegovina	GE	Georgia	MD	Republic of Moldova	TG	Togo
BB	Barbados	GH	Ghana	MG	Madagascar	TJ	Tajikistan
BE	Belgium	GN	Guinea	MK	The former Yugoslav Republic of Macedonia	TM	Turkmenistan
BF	Burkina Faso	GR	Greece	ML	Mali	TR	Turkey
BG	Bulgaria	HU	Hungary	MN	Mongolia	TT	Trinidad and Tobago
BJ	Benin	IE	Ireland	MR	Mauritania	UA	Ukraine
BR	Brazil	IL	Israel	MW	Malawi	UG	Uganda
BY	Belarus	IS	Iceland	MX	Mexico	US	United States of America
CA	Canada	IT	Italy	NE	Niger	UZ	Uzbekistan
CF	Central African Republic	JP	Japan	NL	Netherlands	VN	Viet Nam
CG	Congo	KE	Kenya	NO	Norway	YU	Yugoslavia
CH	Switzerland	KG	Kyrgyzstan	NZ	New Zealand	ZW	Zimbabwe
CI	Côte d'Ivoire	KP	Democratic People's Republic of Korea	PL	Poland		
CM	Cameroon	KR	Republic of Korea	PT	Portugal		
CN	China	KZ	Kazakhstan	RO	Romania		
CU	Cuba	LC	Saint Lucia	RU	Russian Federation		
CZ	Czech Republic	LI	Liechtenstein	SD	Sudan		
DE	Germany	LK	Sri Lanka	SE	Sweden		
DK	Denmark	LR	Liberia	SG	Singapore		
EE	Estonia						

INTERNATIONAL SEARCH REPORT

International application No.
PCT/US97/20765

A. CLASSIFICATION OF SUBJECT MATTER

IPC(6) :G06F 17/60

US CL :705/14; 235/383

According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

U.S. : 235/375, 383; 364/400; 705/1, 14; 707/104

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched
NoneElectronic data base consulted during the international search (name of data base and, where practicable, search terms used)
None

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	US 3,792,437 A (BLUMENTHAL et al) 12 February 1974, see abstract.	1-20
Y	US 4,908,761 A (TAI) 13 March 1990, see abstract.	1-20
Y	US 5,380,991 A (VALENCIA et al) 10 January 1995, see abstract.	1-20
Y,E	US 5,592,560 A (DEATON et al) 07 January 1997, see abstract.	1-20
Y,E	US 5,621,812 A (DEATON et al) 15 April 1997, see abstract.	1-20
Y,E	US 5,642,485 A (DEATON et al) 24 June 1997, see abstract.	1-20

☒ Further documents are listed in the continuation of Box C.
 ☐ See patent family annex.

* Special categories of cited documents:	*T* later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention
A document defining the general state of the art which is not considered to be of particular relevance	*X* document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone
E earlier document published on or after the international filing date	*Y* document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art
L document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)	*A* document member of the same patent family
O document referring to an oral disclosure, use, exhibition or other means	
P document published prior to the international filing date but later than the priority date claimed	

Date of the actual completion of the international search

04 MARCH 1998

Date of mailing of the international search report

18 SEP 1998

Name and mailing address of the ISA/US
Commissioner of Patents and Trademarks
Box PCT
Washington, D.C. 20231

Facsimile No. (703) 305-3230

Authorized officer

EDWARD R. COSIMANO

Telephone No. (703) 308-9783

INTERNATIONAL SEARCH REPORT

International application No.
PCT/US97/20765

C (Continuation). DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y,E	US 5,644,723 A (DEATON et al) 01 July 1997, see abstract.	1-20
Y,E	US 5,649,114 A (DEATON et al) 15 July 1997, see abstract.	1-20
Y,E	US 5,687,322 A (DEATON et al) 11 November 1997, see abstract.	1-20